

Your Centennial Legacy

NEWSLETTER FOR THE LIVING LEGACY SOCIETY, FALL 2015



Photograph by Christopher Shaw

Jackie, Josh, Lauren and Dan Safier, with Danny Grossman.

Dear Friends,

I began my tenure as CEO of the Federation this spring, after some 20 years as a volunteer leader and most of my life as an active member of our Bay Area Jewish community. I am honored to lead a 105-year-old organization into its next century of profound impact in supporting and building Jewish life.

Our tradition teaches us that we are all responsible for each other. And that is the purpose of the Federation: to build and sustain a vibrant, caring, and enduring Jewish community that is a force for good locally, in Israel, and around the world. We can only accomplish this in partnership with donors, philanthropists, and organizations engaging on the front lines to provide effective programs and services locally and globally.

My vision for the future is to significantly increase meaningful engagement in Jewish life over the next decade. Together, we will inspire kids, teens, individuals, and families to deepen their involvement, and we'll make sure that the Jewish community is a welcoming home for all Jews—of all ages, backgrounds, and interests. I take very seriously my duty to protect and build the community that the next generation will inherit.

The goal of the Centennial Campaign is to raise \$250,000,000 in legacy commitments and realized gifts in the next 10 years, which will serve as the underpinning of support that the community can rely on now and in the future, helping us survive and flourish for the next century and beyond. We are grateful that we are on the path to achieving this goal.

I'm thankful to so many leaders of our community, including Dan Safier, chair of the Federation's Endowment Committee, and his family—Jackie, Josh and Lauren, pictured above—who exemplify the multi-generational aspect of Jewish philanthropy. Following in the footsteps of prior generations, the Safiers believe that it is their honor and responsibility to invest in the Federation's future with a Centennial legacy gift.

Thank you to each of you who have stepped forward with early Centennial Campaign gifts, and to the Living Legacy Society members who have reaffirmed their legacy intentions. If you have not yet had the opportunity, I invite you to join us in celebrating a century of *tzedakah* by planning for the well-being of future generations and formally confirming your Centennial legacy gift.

Above all, thank you for your enduring commitment to the Jewish future.

Danny Grossman
Chief Executive Officer

"The Centennial Campaign reflects our trust in the next generation, just as prior generations have entrusted us. L'dor v'dor."

— JACKIE AND DAN SAFIER



JEWISH COMMUNITY FEDERATION AND ENDOWMENT FUND



Chairman's Column



Jim Koshland

In 2010, the Jewish Community Federation and Endowment Fund marked its 100th anniversary and celebrated a century of significant, life-changing accomplishments. Since that time, I have had the privilege to serve as chair of the Federation's Centennial Campaign, an initiative that is among the most important that we have ever undertaken,

seeking to help secure the future of our Jewish community, as my grandparents did for my generation.

I am pleased to report that the initial phase of the Campaign has been extremely well-received, with \$110,000,000 secured in legacy commitments and realized gifts toward a goal of \$250,000,000. I am immensely touched by the generosity I've witnessed, as more and more Federation supporters confirm their legacy gift intentions.

The opportunities to participate in the Centennial Campaign and the spectrum of legacy gifts committed to date are wide. Some donors have chosen to establish special purpose endowed funds, aligning their values and interests with community needs—such as offering training and education for young leaders; caring for the needs of the elderly; or,

providing need-based scholarships to Jewish preschools, day schools, camps and teen Israel experiences. Many donors have chosen to sustain their annual gift through a Perpetual Annual Campaign Endowment Fund or Lion of Judah Endowment. Their names will be part of the list of annual donors who provide critical support for the current needs of the community at home and abroad each year. Others have chosen to support the Federation's unrestricted endowment fund—providing a stable resource to help respond to emergencies and fund innovation in an ever-changing world.

The stories within the pages of this newsletter focus on a small sample of diverse community members who have made commitments and led the way.

If you have already included the Federation in your financial planning and signed a commitment letter, you will be counted as a Centennial Campaign donor. Donors will be invited to attend a special event, have their names displayed on a new Centennial Wall of Honor, and receive additional recognition of their generous gift.

From generation to generation, the Federation has been there to help solve the needs of the Jewish community in the Bay Area and we hope to continue to do so for many years to come.

Jim Koshland
Chair, Centennial Campaign

A Treasure for Future Generations



The Book of Life is the Federation's unique treasury of messages from generous donors who have chosen to invest in the community's future by making a legacy gift.

All Centennial donors are invited to compose and sign a personal message, recording their values and motivations for future generations.

Marlyn McClaskey z"l
signs the Book of Life

The Freidenrich Centennial Legacy



Photograph by Cindy Pearson

Jill and John Freidenrich

Jewish tradition has long held that there are two primary components of health: the body and the spirit. And it is our duty to pay attention to both.

But John and Jill Freidenrich have gone beyond just “paying attention.” They have given years of their lives and donated generously toward improving the health and well-being of our community. And they have done so through visionary philanthropic work at Stanford University, their alma mater, where they created the Jill and John Freidenrich Center for Translational Research, and in their dedicated commitment to the Jewish community. John has served as a founding board member of the Taube Koret Campus for Jewish Life, supporting several areas within the campus, including the early childhood education center, the auditorium, the health and fitness center, and the adult lounge. He has also served on the board of the Federation, where he ably acted as chair of the Annual Campaign, chair of the Financial Resource Development Committee, and as a development chair of the Endowment Committee.

“John has always stepped up, under many different circumstances, as a leader and a giver in the Jewish community as well as the general community,” said Phyllis Cook, former executive director of the Federation’s Endowment Fund.

As impressive as John’s philanthropic accomplishments have been, Jill’s example of leadership and selfless giving is equally inspiring. As a cancer survivor, some of that inspiration is rooted in her own health journey. She is the co-founder of Bay Area Cancer Connections as well as the Breast Health Center at Stanford. John and Jill have expressed their commitment to the Jewish community’s own long-term health through a significant Centennial gift to the Federation’s unrestricted endowment and by creating a Perpetual Annual Campaign Endowment, endowing their annual campaign gift. John noted: “By endowing a gift, it helps to ensure the continuity of services the Federation provides today, and it is a way of helping to plan for the community’s future needs.”

Explaining the source of their generosity and what motivates them, Jill attested to “the luxury of being able to do something, to make a difference. This is one of life’s richest treasures. This is the true concept behind our philanthropy.”

"Find something you're passionate about and give as much as you can to that, and you will feel a richness beyond all riches."

Centennial Donors: A

The following generous donors have left legacy gifts, made formal Centennial commitments during the Centennial year, January 1, 2010. Also included are those individuals who have reaffirmed their commitments during the Centennial year.

VISIONARIES

\$10,000,000 & above

Barbara and Gerson Bakar
Helen z”l and Sanford Diller
Marcia and John Goldman
Janet and Albert Schultz z”l
Helen Sarah Steyer

GUARDIANS

\$3,000,000–\$4,999,999

Jill and John Freidenrich
Hilda and Manfred z”l Namm
Ruth and Donald z”l Seiler
Ellen and Raoul Wexberg z”l

SUSTAINERS

\$1,000,000–\$2,999,999

Anonymous (2)
Ann and Irwin Bear z”l
Doris and Ben Blum z”l
Meri and Joseph Erlich z”l
Bunny and Steven Fayne
Saul A. Fenster z”l
Bob and Michelle Friend
Nancy and Stephen Grand
Candee and Jack Klein
Cathy and Jim Koshland
Harry, Ella and Pearl Lapidaire z”l
Laura and Gary Lauder
Lisa and John Pritzker
Barbara and Richard Rosenberg
Harry and Carol Saal
Jackie and Dan Safier
Valli Benesch and Bob Tandler
Anna and Dr. Ernest Thorn z”l
Beverly and Bernard Wolfe z”l
In memory of Jim Wolfe z”l



"I am happy to be able to contribute so that Jews can live a good life with opportunity in the United States and Israel." – SAUL A. FENSTER Z”L

GREAT GIVERS

\$250,000–\$999,999

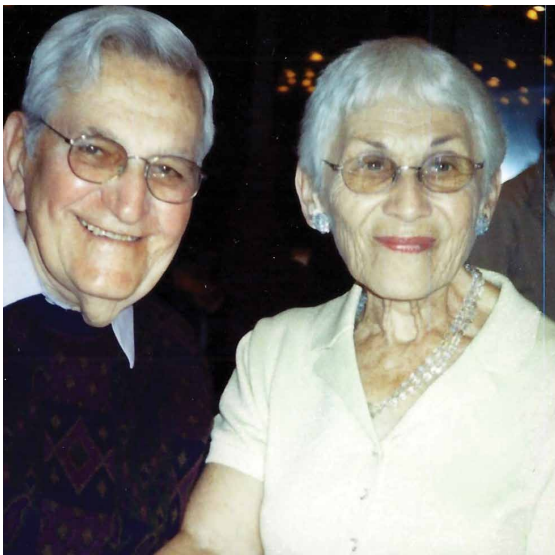
In honor of Congregation Rodef Sholom
Ethnea and William Auslen z”l
Alvin H. Baum, Jr.
Barbara z”l and Jerry Bentkowsky
Stephanie Block
William z”l and Adele Corvin
Dana Corvin and Harris Weinberg
Leonie J. Darwin z”l
Marion and Jack z”l Euphrat
Leslee and Wayne Feinstein
Richard Fiedotin
Nanette and Richard Freedland
Donny and Janie Friend
Mimi and Arthur Gauss
Marianne Goldman
Douglas M. z”l and Mary E. Heller
Chris and Warren z”l Hellman
Rachelle Hirstio z”l
Sonya and Stephen Hurst
Lee z”l and Martin Katz
Barbara and Ron Kaufman
Phyllis and Harvey z”l Koch
Marvin Langsam z”l
Rosanne and Al Levitt
Phyllis and Stuart z”l Moldaw
Larry and Gladys Monroy Marks
Eleanor and Laurence z”l Myers
Diane B. and Robert M. Neuhaus
Scholarship Fund
Mildred and Jeremiah Nissim z”l
Barbro and Bernard Osher
Catherine and Michael Podell
Joyce and William Remak z”l
Paul and Sheri Robbins
Albert A. Shansky z”l
Dana and Gary Shapiro
Abra and Jordan Sills
Joelle Steefel and the Gorovitz family
Anne and David Steirman
Harold Stoll z”l Family Fund
Edward R. Stolman z”l
Ruthellen and Monte z”l Toole
Carol A. Weitz
Maurice D. White z”l
Gerda Wodlinger z”l
Anita and Ronald Wornick
Mary and Harold Zlot

CENTENNIAL LIVING LEGACY SOCIETY

Up to \$249,999, permanent funds or reaffirmed commitments at all levels

Anonymous (18)
Bernard S. Aarons, D.D.S. z”l
Don Abramson
Maimoona M. Ahmed
Jeanne and Philip Alper z”l
Beverly and David Altman
Edith and Peter Altmann z”l
Hilde and Alfred Amkraut z”l
Robert Charles Armstrong z”l
Millie and Aron Aronovsky z”l
Marie Aslan z”l
Yetta and Morris Bach z”l
Ralph and Estelle Bardoff z”l
The Barlow family
Keith P. Bartel z”l
Fritzi Benesch z”l
Riva and David Berelson in memory of Gita and Henry Baigelman z”l
Annette M. Berger
Aline and Warren Berl z”l
Jean Katherine Bernstein z”l
Crownie and Martin Billik
Lenore Kay Bleadon
Judy Gold Bloom
Betty and John Blumlein z”l
Jerome and Dolores Braun
Margot E. Braun
Arthur z”l and Lucille Brown
Martin and Geri Brownstein
Neill and Linda Brownstein
Aviva Shiff Boedecker
Jane and Sumner Burrows z”l
I. D. Caplan
Ruth Carolyn z”l
Helene H. and Frank J. Catz z”l
Geraldine Crane z”l
Robert F. Cowan
Dr. Elaine Dallman z”l
Betty Denenberg Adler
Margo and Robert Derzon z”l
Annette Dobbs z”l
Debra Dolch z”l
Edith z”l and Benjamin Dorfman
Dr. Ronald Steven Dunn
Dr. Jack and Seena Elfant z”l
John and Linda Elman
Barbara and Jeff Farber
Wesley and Bonnie Fastiff
Sylvia and Michael z”l Felsenstein
Louis and Janet Fisher z”l

Dr. Martin Fleishman z”l
Susan and David Folkman
Eleanor and Albert Fraenkel
Tom and Myrna Frankel
Lilli and Max Frank z”l
Isabelle and Edgar Freuder z”l
Peter and Luz M. Frohwein in memory of Hans and Flore Frohwein z”l
Rebecca and Seymour Fromer z”l
Louise H. Ginsburg z”l
Dr. Abraham and Natalie Goetz z”l
Jane Blumberg Goldberg z”l
Sylvia and Captain Walter Goldenrath z”l
Adean Golub
Rabbi Marvin Goodman and Deborah Kelman
Doris Livingston Grasshoff z”l



"Growing up, we deposited at least one penny each week in two 'pushkes.' Our commitment to charity and volunteerism continued through our lives."

– JACK AND SEENA ELFANT Z”L

We invite all donors, including members of the Living Legacy Society who have previously informed the Federation of Jewish Philanthropies of America of their commitments. For more information, contact Linda Solow J

Legacy of Generosity

ments in writing, or established permanent funds since the beginning of the Federation's
med their intention to include the Federation in their estate plan in the last five years.

List in formation, as of September 1, 2015



"It is important to continue the Jewish tradition of tzedakah. By making a legacy gift, we hope to set an example for our children to follow."

– JANE AND SUMNER
BURROWS z"l

William z"l and Frances Green
Lorene and Samuel Greenblat z"l
Flora Greenhoot z"l
Dr. and Mrs. Melvin Gunsberg
Peter Haas, in memory of his
parents Ernst and Helen Haas z"l
of Portland, OR
Susan Hamlin
Helen z"l and Arthur Hausman
Ida G. Hodes
Gerald Hoytt z"l
Barbara R. Jacobs
Phyllis and Alvin Janklow
Robert and Ellen Jasper
Raymond Kaliski z"l
Dorothy and Harry Kallberg z"l
Joel Kamisher
Tom and Kendra Kasten
Isabel F. Kaufmann z"l
Rachel z"l and Wilfred Kay
in memory of Peisach and Sara
Katz, and their children Sholom,

Shimon, Sima, Lea, Rachel and
Benjamin z"l
Emil Knopf
Vivian and Sidney Konigsberg z"l
Peter z"l and Carol Kornfeld
Stephanie and Morris z"l Krantz
Bernis and Larry Kretchmar
Linda and Frank Kurtz
Adele and Donald Langendorf
Jack Langsam z"l
Warren G. Lefort
Joseph J. Levin
Lenore and Lewis B. z"l Levin
Harold L. Levy z"l
Lucille and Henry Libicki
Mel and Bettie Lichtman
Greta and Eric Livingston z"l
Eva T. Lokey z"l
Fern and William z"l Lowenberg
Lois and George Maisels z"l
Susan and Jay Mall
Elie and Gerry Marcus z"l
Marlyn G. McClaskey z"l
Barbara J. Meislin/Purple Lady
Fund
Frank G. Meyer
Erika Miller z"l
Susan and Bill Mirbach
Ruth Morse z"l
Milton Mosk
Judith Moss
Charlotte Newman z"l
Jan and Robert Newman
Leah Noher
Adele R. Passalacqua
Helen and Milton Pearl z"l
Rose Penn
Herbert and Frances Perkins z"l
Karen Kaufman Perlman and
Brian Perlman
Frances Pivnick
Jan Cook Reicher
Joyce Baker Rifkind
Caryl Lancet Ritter
Gloria and Milton Roberts z"l
Miriam and Eddie Robinson z"l
Patricia and Robert Ronald
Ray H. Rosenman z"l
Gerald B. Rosenstein
Maureen and Paul Roskoph
Luba R. Ross
Barbara and Julius Roth z"l
Susan and Alan Rothenberg
Lottie L. and David T.
Rothschild z"l

"Remembrance of values established in my childhood are still with me many years later. Most important are giving, sharing and caring."

– GRACE R. SHULMAN z"l

Phyllis Rubenstein z"l
Esther Rubin z"l
Ellen and Jerry Saliman
Wendy Croft Salinsky z"l
Ethel Salwen z"l
Dorothy and George z"l Saxe
Loren and Shelley Saxe
Adrienne and Norman
Schlossberg
Carol Schussler
John R. Schwabacher
Howard C. and Elizabeth H. Shwiff
Grace Shulman z"l
Nathan z"l and Rebecca Siegel



"Our gift is an example for our grandchildren. We hope to instill in another generation a dedication to the Jewish community."

– MYRON AND JERRIE RUBENSTEIN WACHOLDER z"l

Alice and Daniel Simon z"l
Esther and Richard Sirinsky
Susan Wander Sorkin
Marlene and Martin Stein
Walter R. Steinberg z"l
Ruth S. Steiner
Elsie M. Stevens z"l
Anne Strauss
Dr. and Mrs. Irving B. Tapper z"l
Isabelle and Lawrence Tomsky z"l
Charlene and Sid Tuchman
Dorothy R. and Walter z"l Vogel
Myron and Jerrie Rubenstein
Wacholder z"l
Joseph z"l and Kathi Wahed
Thomas L. Waite z"l
Alfred z"l and Lee Weber
Esther Y. Wedner
Lewis and Helen Weil z"l
Margot and Ernest Weil z"l
Marilyn K. z"l and
Raymond L. Weisberg
Charles and Barbara Weiss
Otto and Idell Weiss
Erna and Herman Wertheim z"l
Kathy Roberts Williams
Sheldon and Rhoda Wolfe
Margaret and Martin Zankel
David R. Zemansky z"l
Mark Zitter and Jessica Nutik Zitter
Alanna Zrimsek and Morton Levin

z"l – Zichrono Livrachá, of blessed
memory

tion of their intention to make a legacy gift, to reaffirm their commitment now to join the Centennial Campaign.
affe at LindaJ@sfjcf.org or call 415.512.6232.

The Freedland Centennial Legacy



Nanette and Richard Freedland

They each impress in their own way. He is a Silicon Valley entrepreneur and high-tech consultant who volunteers his time to community pursuits as diverse as refereeing youth soccer and the Federation's Business Leadership Council. And she, in addition to her private practice as a marriage and family therapist, has been on more nonprofit boards than space will permit, but a small sample includes: past president of Congregation Kol Emeth and Jewish LearningWorks, board member of the Oshman Family JCC, as well as chair of the Federation's South Peninsula Impact Grants Initiative, Leadership Development Committee, and the Federation's Board of Directors.

Despite their demanding schedules, Rich and Nanette Freedland regularly turn their values into action, giving of their time and wisdom, in addition to charitable contributions to support the causes they hold dear.

"We believe strongly in all three denominations," said Rich with a mix of humor and humility: "JCC, synagogue and Federation." It is no accident that those three institutions rank so highly for Rich and Nanette, as each one encapsulates the core values that they cherish and hope their children, Seth, Henry and Melanie, perpetuate: namely, "community" and "doing Jewish."

Accordingly, the Freedlands have established a Charitable Remainder Trust, with the aforementioned "big three" receiving the bulk of their substantial gift. Charitable Remainder Trusts enable donors to make a gift that produces income to the donor or a loved one for life, with the remainder becoming a legacy gift. "It started out for tax purposes, but it's become something really meaningful," said Rich. "Because, ultimately, it's a vehicle for us to maintain and promote our values—our Jewish values—and that's what really matters."

"Rich and I both came from very modest backgrounds," concluded Nanette. "His father was in food service. My father was a postman, and my mother was a bookkeeper. So to be able to help sustain the Jewish future is very special to us. And I think our parents would be proud."

"We believe in central organizations because, as we say in the therapy world, somebody needs to hold the frame. The Federation holds the frame around the Jewish community."

The Wornick Centennial Legacy

To listen to Ron and Anita Wornick speak is to learn. And one lesson that they enthusiastically impart is the absolute imperative to support Jewish education—and Jewish day schools in particular.

"I can do this routine at dinner parties if they let me," said Ron. "Jews have to acknowledge that at every level of our lives we've become disconnected from the product. We are not discussing it, we don't know enough about it, and we don't know Jewish history deeply enough so that we can build on it."

"But our day school kids are getting that foundation," offered Anita, completing Ron's thought.

The Wornicks are passionate in their belief that the entire Jewish community needs to do more for Jewish education. Accordingly, Ron and Anita don't just support Jewish day schools. They are among the principal benefactors of the Ronald C. Wornick Jewish Day School in Foster City.

"I'm so impressed by what happens to the children that go through that school," added Ron. "They just come out so competent and grounded. When you talk about what our Jewish future will look like—it's those kids. And we must do more to support them."



Anita and Ron Wornick

"It's all about the survival of the Jewish people."

Toward that end, the Wornicks have made a substantial bequest to create a special purpose endowment fund at the Federation, which will not only provide scholarship assistance for children attending the Wornick Jewish Day School, but will further enhance Ron and Anita's phenomenal legacy. And that legacy is one that includes years of outstanding leadership to diverse communal institutions, including the Federation.

The Klein Centennial Legacy



Photograph by Jeff Barte

Candee and Jack Klein

It's a life that reads like fiction—some of it frightening, much of it fascinating, and all of it inspiring.

"As a young child, I remember my parents telling me how the brown shirts would pass by marching and singing songs against Jews," Jack recounted. So, in 1939, the Klein family fled Nazi Germany, just weeks before the start of World War II. And the only place that would take them was Shanghai, China—along with approximately 24,000 other refugees from Austria and Germany.

That was just the first chapter of an amazing life journey that has taken Jack from Nazi Germany to the Far East, to Israel for 10 years at the time of its birth, through military service in the Israel Defense Forces during the Suez Campaign, before finally setting out for the United States. He ultimately found a way to thrive, becoming a successful entrepreneur in the field of real estate.

But his accomplishments in business—impressive though they are—are not what Jack cares most about. With his late spouse, Elisa, he established the Jack and Elisa Klein Foundation, a supporting foundation of the Jewish Community Federation and Endowment Fund, to serve as their vehicle for *tzedakah*, with a focus on helping the poor

"We don't think that much about our legacy. We think about what we need to do."

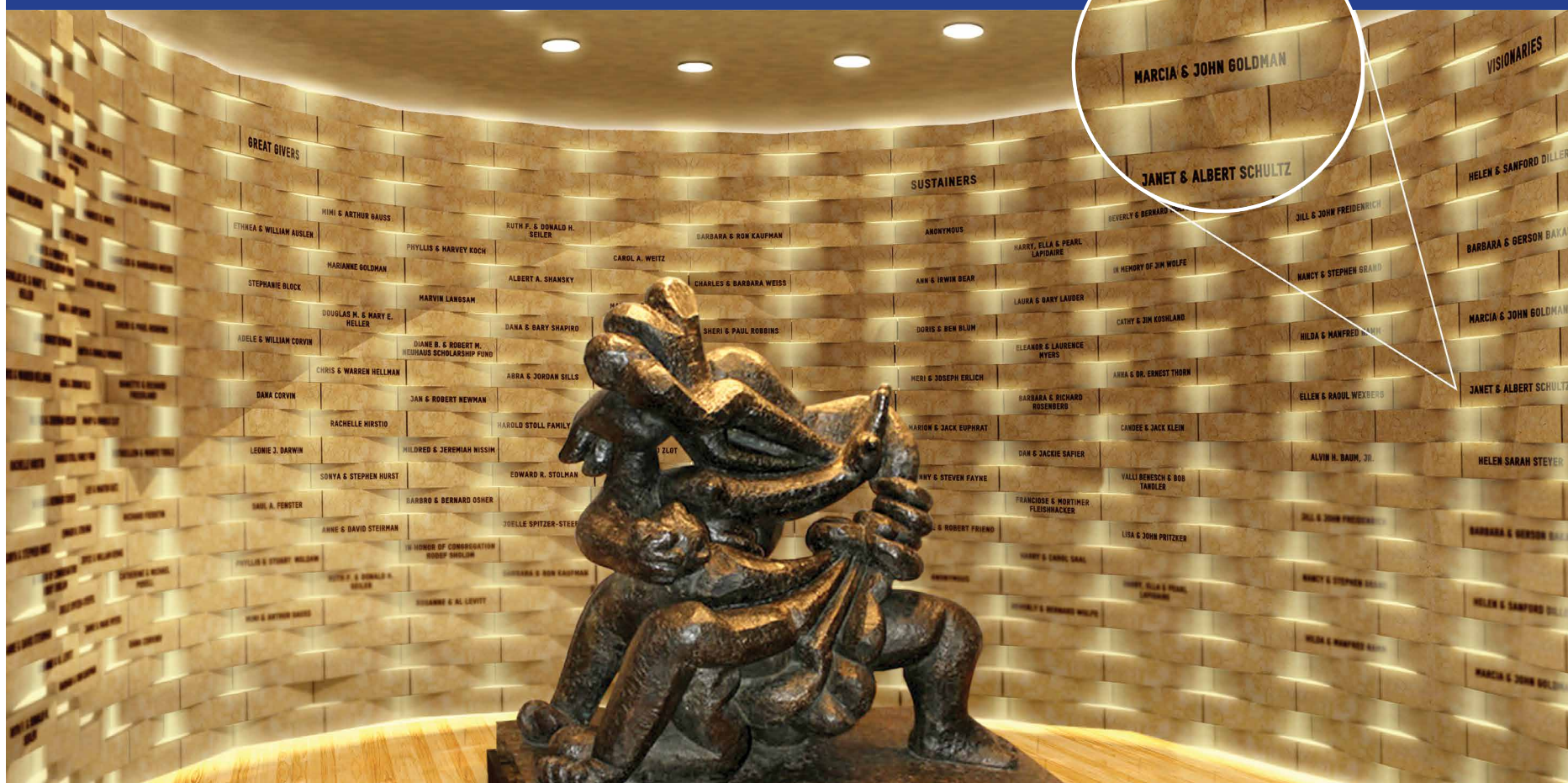
and needy, supporting Israel, and ensuring Jewish survival.

Today, Jack and his wife, Candee, have continued this important philanthropic work, supporting a number of organizations with transformative gifts: establishing the Jack and Candee Klein Comprehensive Breast Health Complex at the Shaare Zedek Medical Center in Jerusalem; endowing a Chair in Cancer Research at the Technion-Israel Institute of Technology; supporting alternative energy research at the Weizmann Institute of Science; and, establishing the Jack and Candee Klein Spiritual Center at Peninsula Temple Sholom in Burlingame. In addition, the Kleins' Centennial Campaign legacy commitment to the Federation is one of several planned bequests that will help sustain the Jewish future.

When asked what animates such giving, Jack's response is as simple as it is poignant. "I know what I have, and what I need to give and do, and it's for the Jewish people."

Indeed, if ever a life served as an inspirational model for the Jewish people, it's Jack's. He fled for his freedom, and he fought for it. He created a new life and has provided for the next generation. And, he continues to use his ingenuity and unyielding spirit to keep on giving, as he likes to say, "with warm hands."

In Recognition of Centennial Donors



Artist rendering of the Wall of Honor

The artistically crafted **Wall of Honor** will stand as an eternal tribute to the Centennial donors' extraordinary generosity and will be the centerpiece of the Federation lobby, recognizing individuals and families whose gifts begin at \$250,000. The individual Jerusalem stones in the sculptured wall will allow new donors to be added and celebrated each year through an annual ceremony. Centennial donors of all levels will be prominently recognized in various locations and ways.

Your Centennial Journey

By sharing the stories of generous donors who are ensuring a strong Jewish future through legacy gifts, we hope that you, too, will be inspired to embark on your own "Centennial journey."

How to begin? As with any trip, first you need to pick your destination. Decide the gift purpose that will create the most meaningful legacy for you and your family. Would you like to ensure that your annual gifts live on in perpetuity? You can with a Perpetual Annual Campaign Endowment (PACE) or a Lion of Judah Endowment (LOJE). Would you prefer to establish or add to a special purpose fund in an area of particular importance to you? Or maybe a gift to the Federation's endowment, our fund to meet the future needs of our community?

Choose your gift vehicle. The simplest and most common way to make a legacy gift is through a bequest. Another easy vehicle—with great tax advantages—is your retirement plan (401(k) or IRA). To benefit from additional income during your lifetime, consider a charitable gift annuity or a charitable remainder trust. Donor Advised Fund remainders, life insurance, and gifts of real estate or other appreciated property are other options that might provide significant tax savings.

The Federation is available to serve as a concierge. A confidential conversation about your philanthropic and estate planning goals will help prepare you to work efficiently with your professional advisors on the options that best meet your objectives. The Federation can also recommend legal and financial professionals with strong experience in the tax advantages of philanthropy within our Professional Advisors Network.

To assist you in your meaningful journey, contact Linda Solow Jaffe, Director of Gift Planning, at 415.512.6232 or at lindaj@sfjcf.org.



CENTENNIAL CAMPAIGN COMMITTEE

Jim Koshland, Chair, Gerson Bakar, Adele Corvin, Steven Fayne, John Freidenrich, John Goldman, Nancy Grand, Stephen Grand, Warren Hellman z"l, Tom Kasten, Ron Kaufman, Laura Lauder, Bernard Osher, John Pritzker, Richard Rosenberg, Alan Rothenberg, Dan Safier, Donald Seiler z"l, Roselyne Swig, Harold Zlot

